

From: [Kraig Kojian](#)
To: [Lauren Schlau](#); [Andrew Thomas](#); bzelalich@sjdowntown.com; [David Downey](#); [Dennis Erokan](#); [John Lambeth](#); [Karin Flood](#); [Kent Smith](#); [Kevin Moran](#); mault@downtownsac.org; [Rebecca Bishophall](#); [Steve Snider](#); [Steven Welliver](#)
Subject: RE: Sign up today: Rally your community for Small Business Saturday
Date: Wednesday, July 08, 2015 12:56:20 PM
Attachments: [image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)

I do.. DLBA already enrolled and had a very successful campaign last year... talk soon.

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From: Lauren Schlau [mailto:laurens@lsconsult.com]
Sent: Wednesday, July 08, 2015 11:38 AM
To: Andrew Thomas; bzelalich@sjdowntown.com; David Downey; Dennis Erokan; John Lambeth; Karin Flood; Kent Smith; Kevin Moran; Kraig Kojian; Lauren Schlau; mault@downtownsac.org; Rebecca Bishophall; Steve Snider; Steven Welliver
Subject: FW: Sign up today: Rally your community for Small Business Saturday

Hi All: – is this something we should get involved in and publicize to/for our CA BIDS?

I'm assuming that IDA can help guide us as to how CDA can be involved.

Best, Lauren

From: International Downtown Association [mailto:rebecca@ida-downtown.ccsend.com] On Behalf Of International Downtown Association
Sent: Tuesday, July 07, 2015 7:03 AM
To: laurens@lsconsult.com
Subject: Sign up today: Rally your community for Small Business Saturday

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HELP CELEBRATE THE SMALL BUSINESSES IN YOUR COMMUNITY

Become a Neighborhood Champion by Nov 9 at ShopSmall.com/IDA.

In collaboration with American Express, International Downtown Association would like to invite you to become a Neighborhood Champion for Small Business Saturday® to help make Nov 28 one of the biggest days of the year for your local small businesses. Celebrated on the Saturday after Thanksgiving, the day helps business owners with their most pressing need - getting more customers.

RALLY YOUR COMMUNITY

Help your community participate in Small Business Saturday by becoming a Neighborhood Champion. In 2014, nearly 3,000 individuals and local business organizations signed up to rally their neighborhoods by:

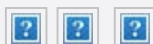
- Organizing a local event to get their community excited about the day (e.g. street fairs, shopping shuttles, main street parades, and other events)
- Rallying small businesses to participate in the day and encouraging neighbors to go out and Shop Small®

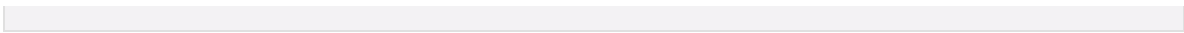
As a Neighborhood Champion, you will receive monthly planning resources to support your event as well as a Small Business Saturday Event Kit containing branded merchandise (including shopping bags, balloons, and other promotional items).

For inspiration on how to rally your neighborhood as a Neighborhood Champion, visit ShopSmall.com/IDA. See [Terms of Participation](#) for additional details.

Sign up to be a Neighborhood Champion today at ShopSmall.com/IDA.

STAY CONNECTED





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